



Quick Notes

from the Idaho Office of Highway Safety

December 28, 2011

Idaho Transportation Department - PO Box 7129 – Boise, ID 83707-1129
P: (208) 334-8100 F: (208) 334-4430 -- www.itd.idaho.gov/ohs

2011 Fatalities on Idaho Roads = 164

General Message from the Highway Safety Manager

Hi Highway Safety Partners:

This week is very quiet around the Office of Highway Safety (OHS) as many are taking some deserved time off to enjoy the holidays. As a result, the content of *Quick Notes* is light this week. So with this said, I will expand my message a bit further than usual.

As of this morning the unofficial count for fatalities stands at 164 and at this time I believe Idaho will report less than 200 individuals died on Idaho roadways in 2011. Fatalities have never been below 200 since 1956. I am sure you will agree this is fantastic news!

At this time OHS cannot confirm with certainty the cause of this reduction. As we look toward 2012 it will be important to further understand what is causing the significant reduction in fatalities and to sustain this momentum; however, it is believed the ten high visibility law enforcement campaigns supported with paid media are significant contributors. Other contributors also include; Idaho's Law Enforcement Liaison Program, commitment to *Toward Zero Deaths* by the Idaho Transportation Department and its many Strategic Highway Safety Plan (SHSP) partners, Jared Olson as Idaho's Traffic Safety Resource Prosecutor, and Idaho's Alive at 25 Youth Driver Program. The infrastructure Highway Safety Improvement Program and the ability to "flex" highway funding from infrastructure to behavior programs is also instrumental. A big thanks to the Idaho Division of the Federal Highway Administration is in order for allowing Idaho to be only a handful of States that take advantage of the flex program.

In the coming weeks, State and local public agencies involved in traffic-related activities will be notified of opportunities to apply for highway safety grant funding for Federal Fiscal Year 2013. I hope our highway safety partners will consider this as you plan your highway safety activities.

As we close out Federal Fiscal Year 2011 our office is proud to highlight some accomplishments:

- The Office of Highway Safety (OHS) used \$3,749,438 in federal funds to support efforts to reduce traffic deaths and serious injuries. Total program costs, including match, was \$5,302,063.
- Idaho utilizes the Strategic Highway Safety Plan (SHSP) as the document that outlines the guiding principles for achieving our goals. The implementation of the SHSP is done utilizing 11 focus area teams, including over 100 people representing engineering, enforcement, education, and emergency response. The work is overseen by the SHSP Oversight Team using quarterly meetings to review progress and give direction.
- In November 2011 the Idaho Transportation Board adopted a new Strategic Plan with the mission of "Your Safety, Your Mobility, Your Economic Opportunity." Highway traffic safety continues to be top priority supported by the ITD Board of Directors and Executive Management. One of the primary goals is "... to having the safety transportation system possible."

- Participation in our mobilizations by local law enforcement agencies continues at a high level during FFY 2011. Much of this activity is attributed to Idaho's Law Enforcement Liaison Program which is seen as a model program for other states. Idaho is also piloting a mobilization program for impaired driving called "One Team" with law enforcement. The One Team concept leverages resources and provides an opportunity to practice mutual aid initiatives, the sharing of resources, staff, and communication for enhanced services during impaired mobilizations. This allows law enforcement to appear seamless during impaired driving mobilizations.
- Idaho's Highway Safety Summit was held in Pocatello and drew 267 attendees representing enforcement, education, engineering, and emergency response. For the first time this summit was held outside of Boise and the attendance exceeded expectations. As a result highway safety partners from Eastern Idaho were able to attend, some for the first time. This event continues to build commitment to traffic safety as it provides tools to all attendees.

By using the combination of improving driver behavior through enforcement, implementing innovative highway safety engineering, further expansion of educational programs and technological improvements for emergency medical systems I believe that together we can lower the number of fatalities and serious injuries even further.

On behalf of the Idaho Transportation Department and the Office of Highway Safety I want to thank all the highway safety partners for your dedication and hard work. Here is to a great 2012 as we all work together *Towards Zero Deaths*.

Brent Jennings, PE
 Highway Safety Manager
brent.jennings@itd.idaho.gov

CALENDAR OF EVENTS

If you would like to add an event to the calendar, please send an e-mail with the event details to lisa.losness@itd.idaho.gov

Date	Event Description
Dec 30, 2011	Alive at 25 , Nampa Civic Center, www.idsafedriver.org
Dec 30, 2011	Alive at 25 , Middleton Fires Station, www.idsafedriver.org
Jan 4, 2012	Alive at 25 , Kootenai County Fire Station #2, www.idsafedriver.org
Jan 9, 2012	Alive at 25 , Boise Police Dept., www.idsafedriver.org
Jan 13, 2012	Alive at 25 , Nampa Civic Center, www.idsafedriver.org
Jan 14, 2012	Alive at 25 , Rexburg City Hall, www.idsafedriver.org
Jan 14, 2012	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
Jan 23, 2012	Alive at 25 , Boise Police Dept., www.idsafedriver.org
Jan 28, 2012	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
Feb 4, 2012	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
Feb 6, 2012	Alive at 25 , Boise Police Dept., www.idsafedriver.org
Feb 7 – 20, 2012	Seat Belts , Statewide Traffic Enforcement Mobilization
Feb 11, 2012	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
Feb 20, 2012	Alive at 25 , Boise Police Dept., www.idsafedriver.org
Mar 10 – 18, 2012	Impaired Driving , Statewide Traffic Enforcement Mobilization
Apr 19-30, 2012	Aggressive Driving , Statewide Traffic Enforcement Mobilization
May 7-8, 2012	2012 Highway Safety Summit, Boise Centre on the Grove
June 14-16, 2012	Lifesavers Conference , Orlando, Florida, www.lifesaversconference.org
July 19-20, 2012	Northwest Alcohol Conference , Boise, Idaho www.northwestalcoholconference.org

Quick Reference Guide – click on the topic to go directly to website.

[OHS](#), Office of Highway Safety

[ITD](#), Idaho Transportation Department

[NHTSA](#), National Highway Traffic Safety Administration

[FHWA](#), Federal Highway Administration

[2010 Idaho Crash Report](#)

Program Area	Idaho State Links	Federal Links
Impaired Driving		http://www.nhtsa.gov/Impaired
Distracted Driving	http://www.itd.idaho.gov/ohs/DistractedDriving.htm	http://distraction.gov/
Teen Drivers	http://www.idahoteendriving.org/	http://www.nhtsa.gov/Teen-Drivers
Bike & Pedestrian Safety	http://www.itd.idaho.gov/bike_ped/index_new2.htm	http://www.nhtsa.gov/Pedestrians http://www.nhtsa.gov/Bicycles
Seat Belt Safety	http://www.itd.idaho.gov/ohs/ClickIt/ClickIt2.htm	http://www.nhtsa.gov/Driving+Safety/Occupant+Protection
Child Passenger Safety	http://www.itd.idaho.gov/ohs/ChildSafety/index.html	http://www.nhtsa.gov/Safety/CPS
Aggressive Driving		http://www.nhtsa.gov/Aggressive
Motorcycles		http://www.nhtsa.gov/Safety/Motorcycles
Senior Driving		http://www.nhtsa.gov/Senior-Drivers